

My name is Lisa Valenti. Primarily I have been in radio/TV as commercial talent for over 30 years and hosted a local television talk show for 5 of those years. The unique opportunity I had to do local TV about the Kansas City community, made an extremely positive impact on our viewers. I have also co-hosted and subbed on local radio shows that are call-in talk format as well as music formats.

The FCC has the very important job of defining local programming of quality. This includes requiring broadcast stations to air community-responsive programming. That includes locally cast and produced programs.

We in Kansas City have watched syndication wipe out local programming. Not only are local issues not in consideration but we have seen the demise of jobs for local talent. Most importantly, our community listens vicariously rather than within the interactive programming I had the chance to perform. I look forward to the return of locally originated and produced work where the good people of Kansas City who are the listeners, can be involved.

The talk format which is so interesting from a local stand point can include news, public affairs, entertainment, local music, and education. The main loss we have experienced is the loss of dialogue--opinion and debate. Involvement is so vital!

Stations have learned that participation in philanthropic events give them a higher community profile. It is good will and often politically beneficial. Certainly non-programming local activities such as fundraisers have become either traditional or expected. Should it be required by the FCC--NO!

One of the practices that concerns me and needs better regulatory measures is "voice-tracking". My one and main concern is the loss of work for local talent. Plus those doing the "voice-tracking" are being paid less than union rates. It's so sad that many in the talent field have a "hand to mouth" mentality which encourages management to play one talent against the other. Every industry tries to find ways to cut expenses and add profit to the bottom line, but I wonder if those same executives consider the effect of consolidation that does not best serve the individual markets. Quality is often sacrificed and all the talk about customer service is more accurately... lip service.

You have the chance to stop radio from going in the wrong direction and make changes that will affect the big picture of communities across America. You can also make a difference in the careers of individuals. Thank you for your time and on the thoughtful actions I know you will take.